

PHILIP MORRIS U.S.A.
INTER - OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: Jon N. Zoler
From: Jerry Isaacs
Subject: Northwind Sales Simulation

Date: January 28, 1980

Attached, per your request, is a copy of the instructions and callback questionnaire for Northwind. I have itemized each of the pieces as follows:

- J) 2 pack carton - A, B or C
given to respondent at Mall.
- K) Questionnaire included with cigarettes.
- L) Callback record.
- M) Callback - Interviewer's Instructions.
- N) Callback Questionnaire - Used when respondent has
questionnaire included with cigarettes.
- O) Callback Questionnaire - Used when respondent does not have,
the questionnaire included with the cigarettes.

Please attach the above to the Northwind field packet sent to you on January 22, '80.

A copy of the second callback questionnaire and instructions will follow.



Jerry Isaacs

Jl:sw
cc: J. Bonhomme ✓
A. Udow

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